

## ABSTRACT

The thesis focuses on the transformation of the identity of the Moravské Kopanice micro-region in the context of contemporary, political, socio-economic and cultural processes. The individual objectives were to explore the specifics of the micro-region, to identify the factors that shape local identity in the conditions of modern rurality and to include the subjective perception of changes by the inhabitants, including the reflection of stereotypes and the influence of tourism. The theoretical framework of the thesis is based on the concepts of rural definition, neo-ruralism and modern rurality. The research was based on a qualitative approach and methodological triangulation that combined participant-observation, semi-structured interviews and questionnaire surveys with different groups of participants. Subsequently, the data were analysed using thematic analysis. The key findings represent key socio-economic changes after 1989, such as the decline in the agricultural sector and the increased need to commute for work. Migration flows, including neo-nomadism, are related to the process of defining the 'true Kopaničář'. In this context, lineage and rootedness in the region is often a key criterion for old settlers. The thesis also describes the perception and reflection of stereotypes by local residents. The phenomenon of the *Žitkovské bohyně* is currently a key symbol of Moravské Kopanice. Kateřina Tučková's novel *Žitkovské bohyně* has become a major catalyst for literary tourism, while many readers mistakenly perceive it as non-fiction. This has been criticised by local residents for distorting and reinforcing negative stereotypes. Although tourism brings economic gain, there is also an invasion of local privacy and fears of commercialisation. The identity of Moravské Kopanice is formed in a dynamic negotiation between local experience and external perception.